

Message Text

UNCLASSIFIED

PAGE 01 OSLO 00906 01 OF 02 221434Z
ACTION EB-08

INFO OCT-01 EUR-12 ISO-00 COME-00 MMO-04 USIA-15 /040 W
-----116437 221453Z /41

R 221317Z FEB 78
FM AMEMBASSY OSLO
TO SECSTATE WASHDC 5306
INFO AMEMBASSY HELSINKI
AMEMBASSY STOCKHOLM
AMEMBASSY COPENHAGEN
AMEMBASSY LONDON

UNCLAS SECTION 1 OF 2 OSLO 0906

E.O. 11652: N/A
TAGS: BEXP, NO, AFSP
SUBJECT: COUNTRY COMMERCIAL PROGRAM - DRAFT FOR FY-1980

REF: (A) STATE 2688

LONDON FOR TRADE CENTER

1. SUMMARY: WE PROPOSE FY-80 COUNTRY COMMERCIAL PROGRAM FOR NORWAY TO INCLUDE SIX CAMPAIGNS LISTED BELOW, PLUS OTHER SPECIAL POST EFFORTS, CAMPAIGNS 5 AND 6 ARE LOWER PRIORITY ACTIVITIES WHICH CAN BE DROPPED OR CHANGED TO NON-CAMPAIGN ACTIVITIES IF RESOURCES ARE INADEQUATE.

1. ELECTRONIC COMPONENTS,
2. BUILDING SUPPLIES, EQUIPMENT AND FIXTURES,
3. LABORATORY, SCIENTIFIC AND ENGINEERING INSTRUMENTS,
4. PROCESS CONTROL EQUIPMENT,
5. POLLUTION CONTROL EQUIPMENT,
6. COMMUNICATIONS EQUIPMENT.

OTHER SPECIAL POST EFFORTS WILL INCLUDE:

1. "INVEST IN USA" ACTIVITY

UNCLASSIFIED

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PAGE 02 OSLO 00906 01 OF 02 221434Z

2. PROMOTE FOREIGN BUYER GROUPS
3. SUPPORT LONDON TRADE CENTER AND INTERNATIONAL MARKETING SERVICE.
4. "VISIT USA" SUPPORT.

DETAILS FOLLOW. END SUMMARY

2. CAMPAIGN/RANK 1/1: ELECTRONIC COMPONENTS:

DESPITE A PROJECTED DOWNTURN IN SOME FIELDS OF NORWEGIAN INDUSTRY, THE ELECTRONICS INDUSTRY IS EXPECTED TO ACHIEVE A CONSIDERABLE GROWTH, PARTICULARLY IN THE COMMUNICATIONS, COMPUTER, PROCESS CONTROL AND INSTRUMENTATION SECTORS. NEW TECHNOLOGY SHOULD RESULT IN A WIDER MARKET POTENTIAL ESPECIALLY FOR US MANUFACTURED LSI AND MICROPROCESSING COMPONENTS.

2/2: BUILDING SUPPLIES, EQUIPMENT AND FIXTURES: PROSPECTS FOR EXPANDING US EXPORTS OF BUILDING SUPPLIES, EQUIPMENT AND FIXTURES TO NORWAY ARE GOOD. THE GROWING INTEREST IN US MANUFACTURED EQUIPMENT HAS ALREADY BEEN DEMONSTRATED BY A CONSIDERABLE INCREASE IN US EXPORTS OF BUILDING SUPPLIES TO NORWAY DURING RECENT YEARS, AND THE CONTINUOUS INTEREST AMONG TRADE REPRESENTATIVES IN RELEVANT US EXHIBITIONS. RISING INFLATION RATES AND LABOR COSTS IN EUROPE, PARTICULARLY IN NORWAY, HAVE TOGETHER WITH US TECHNOLOGICAL BREAKTHROUGHS STIMULATED THE NORWEGIAN INTEREST IN LABOR SAVING BUILDING SYSTEMS AND SUPPLIES.

3/3: LABORATORY, SCIENTIFIC AND ENGINEERING INSTRUMENTS: DEMAND FOR SELECTED INSTRUMENTATION IS EXPECTED TO FOLLOW GENERAL INDUSTRIAL DEVELOPMENTS IN NORWAY, WHICH INCLUDE OFFSHORE AND ONSHORE OIL AND GAS ACTIVITIES, INCREASED MEDICAL BUDGETS AND VARIOUS REQUIREMENTS STEMMING FROM SOCIOECONOMIC FACTORS SUCH AS UNCLASSIFIED

UNCLASSIFIED

PAGE 03 OSLO 00906 01 OF 02 221434Z

ENERGY CONSERVATION, PRODUCTIVITY AND PRODUCT CONTROL, AND POLLUTION ABATEMENT. RAPID ADVANCEMENTS IN THE LSI AND MICROPROCESSING TECHNOLOGY SHOULD SUPPORT A CONTINUOUS DEMAND FOR US MANUFACTURED INSTRUMENTS, DESPITE POSSIBLE WEAK SPOTS IN THE NORWEGIAN ECONOMY.

4/4: PROCESS CONTROL EQUIPMENT: NORWEGIAN INTEREST IN US PROCESS CONTROL TECHNOLOGY AND EQUIPMENT IS ON THE UPSWING AS NORWEGIAN PLANT MANAGERS LOOK FOR MODERN PROCESS TECHNOLOGY AND LABOR SAVING EQUIPMENT TO KEEP THEIR COSTS COMPETITIVE ON THE WORLD MARKET. A NEW LARGE CHEMICAL PULP MILL ON THE DRAWING BOARD PLUS TENTATIVE PLANS FOR NEW REFINERIES, THERMO-ELECTRIC POWER PLANTS, CHEMICAL AND PETRO-CHEMICAL PLANTS SHOULD FURTHER BOOST NORWAY'S REQUIREMENTS FOR PROCESS CONTROL INSTRUMENTATION AND EQUIPMENT.

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PAGE 01 OSLO 00906 02 OF 02 221443Z

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UNCLAS SECTION 2 OF 2 OSLO 0906

LONDON FOR TRADE CENTER

5/9: POLLUTION CONTROL EQUIPMENT:

TO DATE, ONLY 40 PER CENT OF THE TOTAL INVESTMENT REQUIRED FOR ANTI-POLLUTION MEASURES HAS BEEN SPENT BY NORWEGIAN INDUSTRY. WHILE SOME BRANCHES OF INDUSTRY HAVE COMPLETED THEIR CLEAN-UP MEASURES, MANY PLANTS AWAIT NEW TECHNOLOGY AND MEANS TO REMOVE DIFFICULT EFFLUENTS.

GOVERNMENT AUTHORITIES EARLY DECIDED THAT ALL NECESSARY MEASURES SHOULD BE IMPLEMENTED BY 1984, AND COST WAS ESTIMATED AT ABOUT \$1 BILLION. SOME INDUSTRIES, BASICALLY THE AIR-POLLUTING INDUSTRIES, FACE A 1981 DEADLINE. THESE PRESSURES CAN RESULT IN MORE SALES OF US MANUFACTURED EQUIPMENT AND TECHNOLOGY IN 1979/80, IF US TECHNICAL AND PRODUCT DEVELOPMENTS ARE GIVEN BROADER PUBLICITY.

6/10: COMMUNICATIONS EQUIPMENT:

US COMMUNICATIONS EQUIPMENT HAS ESTABLISHED A GOOD HOLD IN SOME SEGMENTS OF THIS MARKET AND TECHNOLOGICAL INNOVATIONS FROM THE US ARE CLOSELY FOLLOWED. PROJECTIONS OF GROWTH IN CONSUMPTION OF TELE-

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PAGE 02 OSLO 00906 02 OF 02 221443Z

COMMUNICATION AND COMMUNICATIONS EQUIPMENT IN NORWAY (AND SCANDINAVIA) DURING NEXT YEARS INDICATE A FURTHER POTENTIAL WARRANTING PROMOTIONAL SUPPORT.

3. OTHER SPECIAL POST EFFORTS/RANK:

1/5: "INVEST IN USA" PROMOTION : BY FY 80, INVESTING SOME OF THEIR NORTH SEA OIL EARNINGS ABROAD SHOULD BEGIN TO BE OF SERIOUS INTEREST TO NORWEGIAN AUTHORITIES (PARTICULARLY THE EXPORT COUNCIL), AND IMPROVED ECONOMIC CONDITIONS SHOULD MEAN NORWEGIAN COMPANIES CAN TURN THEIR ATTENTION TO DIRECT INVESTMENT ABROAD. IF US POLICY THEN IS TO ENCOURAGE INVESTMENT FROM ABROAD RATHER THAN MERELY TO FACILITATE IT, WE SHOULD PROMOTE OR ASSIST INVESTMENT SEMINARS AND STUDY TRIPS, AND PUBLICIZE THE US AS AN INVESTMENT TARGET.

2/6: FOREIGN BUYER GROUPS:

WE SHOULD CONTINUE TO WORK WITH TRADE ASSOCIATIONS AND TRAVEL BUREAUS TO ENCOURAGE FOREIGN BUYER GROUPS IN ADDITION TO THOSE RELATED TO CCP CAMPAIGNS.

3/7: SUPPORT LONDON TRADE CENTER AND INTERNATIONAL MARKETING CENTER:

EXHIBITIONS ORGANIZED BY EITHER OF THESE TWO OFFICES MAY BE OF INTEREST TO THE NORWEGIAN MARKET, AND WILL DESERVE EMBASSY SUPPORT EVEN IF THEY ARE NOT RELATED TO OUR CCP CAMPAIGNS.

4/8: VISIT USA:

NORWEGIAN AFFLUENCE PLUS DECLINING TRAVEL COSTS WILL MAKE IT PROFITABLE FOR THE EMBASSY TO ENCOURAGE TOURIST TRAVEL AS WELL AS BUSINESS TRAVEL TO THE U.S. MUCH OF THE EFFORT CAN BE IN COOPERATION WITH AMERICAN FLAG CARRIERS.

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PAGE 03 OSLO 00906 02 OF 02 221443Z

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